

簡 報

NEWS LETTER



荷 蘭 中 國 商 會
Dutch Chinese Chamber of Commerce

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Europe Edition 歐洲版

Dear Readers,

The DCCC News Letter has undergone a change. It is now published in two parts: the China edition and the Europe edition.

Both editions are included in this News Letter, so that the reader can benefit from the news data and information of both issues. We hope that you will enjoy this new approach.

親愛的讀者：

本期的荷蘭中國商會簡報有了一點變化，將中國版本和荷蘭版本合在一起，以使兩國的讀者都能找到有用的信息。希望對兩國讀者都有所幫助。

See reverse side for the
China Edition
中國版見背面

The Three Gorges

the world's largest hydropower project

世界最大的水力工程 ----- 三峽水力樞紐工程

The year 2003 will mark the start of three major functions of the gigantic Three Gorges project, the enormous dam in the Chang Jiang (Yangtze River): water storage, navigation and power generation. The start of operation in August 2003 of two power generating units, each with a capacity of 700,000 kilowatts, would mark the completion of the second phase and the start of the third phase of the project. From 2004 to the end of 2009, the project team will step up construction of the dam and power station workshops. Most of the hydropower generating units and related high-voltage electrical apparatus would also be installed in this period.

The third phase of the project would involve further construction of power transmission and transfer facilities, including 3,100 kilometers



A major step: the locks open

alternating current lines, 2,000 kilometers direct current lines, as well as expansion in power transformer and inversion capacities. The second phase of relocation work, preparations for water storage and navigation trials through the perpetual ship lock have all passed inspection. On June 1 the reservoir started to store water, which will create a fast lake in the famous Three Gorges area. The ship lock has started trial operation as of June 16 this year.

2003 年三峽大壩的 3 個主要功能將陸續發揮作用：蓄水、防洪、和發電。預計 8 月可正式并網發電，二期工程發電規模 70 萬千瓦，三期工程也將啓動。2004 至 2009 年，將完成整體工程，相關水力和發電組件也將同時完成。該項目的三期工程還包括電能的傳送，3100 公裏交互網和 2000 公裏的直接輸電，以及變壓和交流能力。二期工程的蓄水和防洪能力都已經過檢測。

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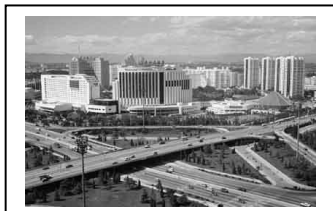
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6 月 1 日，三峽大壩開始蓄水，實現高峽出平湖的壯觀景象。6 月 16 日過往船祇開始試運行。



China - Update Market Profile

- GDP grew by 9.9% in the first quarter of 2003
- The number of private enterprises reached 2.2 million by June 2003, representing an increase of 25% from the end of 2000.
- In 2002, China's external trade reached US\$620.8 billion, ranking fifth in the global economy.
- The average import tariff rate was reduced to 11% and the number of categories of commodities subject to licensing controls was reduced to 8.
- Foreign direct investment surged by 51%
- In 2002, exports grew much faster at 22.3% while imports increased by 21.2%.
- Exports grew markedly at 33.5% in Jan-Apr 2003 while imports surged by 46.8%.



中國市場日新月異

- 2003 年首季國民生產總值增長 9.9%
- 1 - 4 月進口增長 33.5%，同時出口增長 46.8%
- 外國直接投資增長 51%
- 中國的外貿總值達到 6208 億美元，居世界第五位。
- 進口關稅平均減少 11%，部分商品關稅減少了 8%
- 截至 2003 年 6 月，私營企業達到 220 萬家，比 2000 年底增長 25%
- 2002 年，出口增長 22.3%，進口增長 21.2%。進入 2003 年進口和出口快速增長大約 40%。

US \$ billion 十億美元

CHINA	June 2003		Jan. - Jun. 2003	
Export	34.5	32.6%	190.3	34.0%
Import	32.3	40.1%	185.8	44.5%
Balance	+ 2.2		+ 4.5	

The percentages show the comparison with the same period of last year.

Current Economic Development

China's economy grew markedly at 9.9% in the first quarter of 2003 after recording a 8% growth in 2002. While domestic demand remained the major driving force of economic growth, exports also recorded stronger growth than last year. The government is aiming to maintain real GDP growth at around 7% for 2003 with international trade growing also at 7%.

Consumer price index decreased by 0.8% in 2002 mainly due to the drop in retail prices of most consumer products while the price level of some services and housing rentals increased.

At present, China is adopting a unified exchange rate policy and Renminbi has been moving steadily within a narrow band of RMB8.3 for one US dollar.

最新經濟概況

繼 2002 年增長 8% 以後，2003 年第一季度中國經濟增長 9.9%，國內需求穩步增長，出口也比去年強勁增長。中國政府全年經濟目標是實現國民生產總值增長 7%，國際貿易也相應增長 7 個百分點。

2002 年，消費品價格指數降低 0.8%，主要是因為消費品零售價格降低，而一些服務性行業和房地產價格上升。

目前，中國採取相對穩定的匯率政策，人民幣對美元在 8.3 元左右小幅波動。

Netherlands trade with China 中荷貿易

	2002	1 st Quarter 2003
Netherlands ← China 中國出口給荷蘭	8,898	2,498
Netherlands → China 荷蘭出口到中國	1,520	424

€ million 百萬歐元





WTO – After entry ...

After 15 years of negotiation, the General Council of the World Trade Organization (WTO) accepted the application of the People's Republic of China for accession to the WTO on December 11, 2001.

Since its WTO accession, China has started to open its domestic market step by step, and transform industrial structures. New laws and regulations on various aspects have come into effect.

Obligations and commitments

One of the major obligations for China's WTO membership is to slash its tariffs. China has cut its tariffs five times already between 1992 to 1999, lowering its average import tariff level from 43 percent to 17 percent. In January 2002, the tax rates of 5,332 tax items were lowered, in varying degrees.

Import license requirements will be eliminated within five years of accession, and all quotas will be phased out within five years of accession.

Average import tariffs for industrial products will be lowered from currently 14.8% to 8.9% by 2005, and average tariff for agricultural products will be cut to 15% by 2004.

Opportunities

China's economy is forecast to grow at an average 6 % annually during the coming two decades. China's export of - amongst others-textile goods, home appliances and other electronic products will increase while its imports of energy, mineral products, advanced equipment and software will rise considerably in the years ahead.

China's labour cost will remain relatively low during the next decade, which will continue to be an advantage to the export pricing.



China's entry into the WTO will not change the entire country overnight. Efforts are made to teach and inform officials in all parts of the country about the implications of the WTO membership. It is expected that the process will take some time, especially so in the more remote area's.

中國的“入世”將使中國發生了巨大變化。政府部門正盡力向大家介紹世貿成員的相應職責。這一過程將會持續很長一段時間，特別是在偏遠地區。

入世以後的中國

經過 15 年的談判，世界貿易組織終於在 2001 年 11 月 11 日接納中國為正式成員國。中國正一步步地開放其國內市場，轉變經濟結構。新的法律法規也逐漸完善。



職責和義務

中國作為世界貿易組織的成員國，其一項主要義務就是減讓關稅。從 1992 年至 1999 年間，中國已 5 次消減關稅稅率，從平均 43% 的稅率水平減少到 17%。2002 年一月，5332 種進口商品稅率又有不同程度的降低。

加入 WTO 後的 5 年內所有進口限制都將被取消，所有進口配額也將取消。

工業品平均進口關稅將由現在的 14.8% 降低至 2005 年 8.9%，農產品進口關稅于 2004 年降至 15%。

入世後的機遇

中國經濟預期在未來的 20 年內年平均增長 6%。中國的紡織品、家庭用品、電子產品出口將會增長，而能源、金屬制品、高檔設備和軟件產品的進口則會相應增加。中國勞動力市場價格保持相對低水平，仍是出口價格的優勢。



For the farmer, far-away from the big city, the word WTO is not yet meaningful. 偏遠地區的農民還并不了解 WTO。



General News

Northwest China's Shaanxi province recorded a year-on-year rise of 83.9 percent in apple exports during the first five months of this year,

Shaanxi: Growth in apple exports 陝西：蘋果出口增長

maintaining a strong growth momentum.

According to the provincial fruit business bureau, the province witnessed a rise of 50.4 percent in the export of enriched apple juice.

Shaanxi has become the country's largest apple production base, and it has developed enriched apple juice production capacity of 300,000 tons, the largest in the country.

位于中國西北部的陝西省在今年頭 5 個月蘋果出口增長了 83.9%，并繼續保持增長勢頭。

根據該省水果產業局的計劃，果汁出口也將上升 50.4%。

陝西已變成我國最大的蘋果出口基地，它的 30 萬噸果汁生產規模也是全國之最。



China's Electronics and Information Industry

中國的電子信息工業

China's electronics and information industry grew by 30% during the first quarter of 2003.

According to the "Analysis of the Economic Performance of the Information Industry from January - April, 2003", a report recently released by the Ministry of Information Industry, China's information industry experienced strong growth in the first quarter of 2003. The computer sector's growth led all the electronics and information industries for the first time.

The report indicates that product sales revenue for electronics and information manufacturing industry reached RMB 452.4 billion (USD 54.8 billion), up 8.9% over the same period last year.

The computer sector realized RMB137.4 billion (USD 16.6 billion) sales revenue, increasing 46% over the same period last year, the highest among all sectors of the electronics and information industry.

Sales of PCs and monitors grew by 60.1% and 53% respectively over the same period last year. Sales of laptop computers in particular increased dramatically, accounting for 20.2% of all PC sales, compared with 7.2% last year.

This was the first time the computer sector surpassed the telecommunications sector in terms of growth rate. Total sales revenue for the computer industry realized RMB 3.6 billion (USD 400 million) in profit.

中國的電子信息工業在 2003 年第一季度增長 30%。

根據中國信息產業部“2003 年一至四月信息產業經濟狀況分析”雜誌報道，中國信息產業在 2003 年首季增長強勁。電腦零配件業首次帶動了電子信息產業的發展。



報告顯示，電子信息製造業產品銷售額達到 4524 億人民幣，合 548 億美元，比去年同期增長 8.9%。

計算機散件實現 1374 億人民幣銷售額，比去年同期增長 46%，居全部電子信息產品之首。

電腦和顯示器的銷售分別比去年同期增長 60.1% 和 53%。筆記本電腦的銷售占所有電腦銷售的 20%，增副明顯。

這是首次計算機散件超過了電子通訊零配件的增長。計算機業實現 36 億元人民幣的銷售利潤。

Shanghai: hosts top high-tech company

上海：高新技術企業的首選地

Leading technology and manufacturing firm Honeywell yesterday announced it will move its Singapore-based Asia-Pacific corporate headquarters to Shanghai immediately as an essential part of its business strategy to capitalize on growth opportunities in China.

衆多國際高新技術企業將總部由世界其他地方遷至上海，作為投資中國實現資金發展戰略的一項前提基礎。



**General
News**

The Olympic Games are expected to generate 5.2 billion dollar worth of logistics-related business.

Olympic Games 2008 in Beijing

The huge commercial opportunities will attract many logistics companies. The bidding war to become an official Games' sponsor is heating up. As part of the market development plan released in May 2003, the Games' official sponsors and suppliers will be chosen through bidding. The Beijing Organizing Committee will oversee the process, expected to continue for a few years. According to sponsorship rules set down by the International



Olympic Committee (IOC), only one entity within each sector will be selected as an official domestic sponsor.

北京奧運的物流產業

2008 年北京奧運會物流與相關產業預計將有 52 億美元。巨大的商業機會吸引了眾多物流公司。作為 2003 年市場發展戰略的一部分，奧運會的正式贊助商將通過價格競爭產生，由北京組委會進行監督，過程將持續幾年。祇有被選定的正式贊助商才有權使用奧運會的標志和進行相關的推廣活動。

TV makers express confidence

Chinese TV makers insisted that US anti-dumping charges will not block their road to the international market and will not stop the Chinese-made TV sets' worldwide expansion.

Xiamen Overseas Chinese Electronic Co Ltd (Xoceco), one of the largest local TV manufacturers, announced it has been selected as a

long-term TV supplier for US Army and Air Force Exchange Service (AAFES), which serves the US military. A contract has been signed between both sides which requires Xoceco to supply 45,000 high-definition TV sets in the first year - 2003.

The company will open more subsidiaries and plants in foreign countries.

中國電視機生產企業信心十足

中國電視生產企業表示，美國的反傾銷議案不能阻止中國企業走向國際市場之路，不能阻止中國電視機走向國際市場。

中國最大的電視機生產企業廈門海外中國電子公司宣布，他們已和美國軍隊和空軍交換服務部門鑒定長期協議，供應電視設備。

雙方簽署一項協議，2003 年供應 4 萬 5 千套電視設備。該公司將繼續在其他國家設立分支機構和生產廠房。



Booming industry

Auto Industry

Some have remained cool in this hot market

The Chinese auto market is expanding rapidly and growth projections are unprecedented. High profits have caused many to get in on the rush to invest in China. On average, one joint venture was established in the

中國的汽車產業

auto sector every two weeks in 2002. More importantly, no automaker appeared to lose money due to the high profit margin of the domestic industry.

中國汽車市場發展迅猛。高額利潤促使眾多汽車生產商來中國投資。2002 年平均每兩周就有一家汽車相關行業合資企業落成。更重要的是在如此高額利潤下，沒有任何企業虧損。

Pearl River Delta

The triangle Hongkong - Macau - Guangzhou, the so-called Pearl River Delta, has experienced unprecedented growth in the past decennia. The region has the highest foreign investment rate in China and cherishes a flourishing economy.

Since the devolution of Hongkong and Macau to mainland China, there are reasons to consider economic and political integration. It is obvious that the joint development of this area offers considerable opportunities to foreign traders and investors.

珠江三角洲

以香港、澳門、廣州為中心的珠江三角洲地區在近十年來發展速度空前，是中國外資比例最高的地區，經濟繁榮。

自香港、澳門回歸以後，這一地區綜合了不同的政治和經濟。很明顯，這種結合為外國商人和外國投資者提供了機遇。



DCCC Activities Ministerial Delegation from China

On 30 June, the DCCC, in conjunction with the Commercial Department of the Chinese Embassy in The Hague hosted a delegation from the Ministry of Commerce of China and the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce & Animal By-Products (CFNA). Their visit had two purposes. The first item was to discuss with the European counterparts the issue regarding European allegations of price dumping and the Chinese import ban on certain dairy products, which is being disputed now for over a year. The second item concerned the negotiations with the Dutch government regarding the import into Europe of canned oranges.

The Spanish government recently has submitted a proposal to the EU Commission to limit the import by China of canned oranges, based on the fact that Spain is the major producer and exporter of canned oranges and imports from China may jeopardize their position. The Chinese delegation

plans to discuss this issue with the European Commission and the various European governments involved.

The DCCC contribution to the meeting focused on the introduction to the delegation of the import & export situation of food, fruits and vegetables in the Netherlands and acting as a sounding board for the ideas of the Chinese delegation how to address this issue with their European counterparts.

The meeting has been very productive and the delegation expressed their appreciation to the DCCC for their input.



Potential dispute?

商會活動 - 6月30日的座談會



Mr. Wang Hejun, Director, thanked the DCCC for their valuable input.

2003年6月30日，荷蘭中國商會與中國駐荷蘭大使館商務處聯合一起同來自中國商務部和中國食品土畜進出口商會的代表團共同召開了一個座談會。此代表團的出訪目的是為了一個桔子罐頭的議案與荷蘭政府談判。

為了限制中國桔子罐頭大量出口到歐洲市場，西班牙橘子罐頭協會向歐盟委員會提交議案，要求限制該產品向歐洲出口。此舉違背了世界貿易組織的國民待遇原則，也對今後我國的其它種類的產品順利出口不利。

該代表團計劃同歐洲幾個不同的國家相關政府機構進行商談，爭取其它歐洲國家的支持，以反對西班牙的上述議案。

由荷蘭中國商會、中國駐荷蘭大使館商務處、中國代表團三方舉辦的座談會主要討論該如何應付西班牙的該限制提案，以及幫助來訪的中國代表團了解一些荷蘭食品進出口方面的特點和政策。此次座談會為代表團完成出訪任務、加強今後的合作有很大幫助。

Bulletin Board 布告欄

Trade Show - In November 2003, an important Chinese - Dutch trade show will be held in the Netherlands. It will be co-organized by the Dutch Chinese Chamber of Commerce and the China Federation of Logistics & Purchasing.

During the trade show, over sixty Chinese companies from various regions and industries will introduce their products and technologies.

Further details will be given by the DCCC in due course as time approaches.

2003年11月，一個大型的荷中貿易展將在荷蘭舉行，此次展覽將由荷中商會，荷蘭貿促會，西荷蘭投資局，海牙商會，中國物流與採購聯合會共同主辦，屆時將有60家左右中國企業參加。

欲了解更多信息，請與荷中商會辦公室聯系。

Dutch Chinese Chamber of Commerce 荷蘭中國商會

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The Netherlands



About the Dutch Chinese Chamber of Commerce ... to serve your business

Over the years the Dutch Chinese Chamber of Commerce has developed into a very important business medium between China and the Netherlands. Our main tasks are to support, to stimulate and to serve the business cooperation between China and the Netherlands. To perform these tasks efficiently, we keep in close touch with the Chinese and Dutch governments, the Dutch and European Chambers of Commerce, and various trade organizations, while maintaining and strengthening the good relations with our business partners. To that purpose we organize and assist in amongst others:

- Business meetings, seminars and forums;
- Trade delegations from China;
- Trade fair participation and visiting.

We can assist you in almost any step of your business activities in the Netherlands or in Europe.

Contact the DCCC office for more details.

- Information services on products, markets and companies;
- Intermediary services to bring companies together, to organize business study trips, to arrange meetings and visits;
- Policy consultancy, lobbying activities, financial investment, development policy, legal advice, feasibility study;
- Management consultancy cross-culture communication, human resources;
- Marketing & Sales marketing and sales strategies, product development, design, promotion, market studies & research;
- Business services setting up your business, help desk, office premises and facilities, recruiting personnel, translation services;
- Promotion international exhibitions, product promotion, press conferences, seminars and receptions.
- Travel service ticketing, accommodation, sight-seeing.

荷蘭中國商會 – 為你的歐洲業務服務

荷蘭中國商會自成立至今的幾年中，已逐漸成為中荷兩國之間開展經貿活動的重要橋梁。我們的主要任務是為中荷雙方企業提供服務。為了秉承這一宗旨，我們跟中荷兩國的政府機構以及各地商業協會合作密切，與當地的眾多企業也保持着良好的合作關係。我們曾接待過數十個中國來訪的商業代表團，並幫助多個省市及企業在荷蘭舉辦商業研討會、座談會，舉辦和組織雙方企業參觀中荷兩國的貿易展覽。

荷蘭中國商會以中荷兩國中小企業為主要服務對象。在中荷兩國政府有關部門和商業機構的支持下，作為一個具有多種專業化職能的國際性商務組織，它可以為廣大會員及企業提供下列服務：

- 信息服務：
包括企業信息、產品信息、和市場信息；
- 中介服務：
組織兩國企業的商務考察和參觀、接待安排兩國代表團互訪；

- 商業諮詢：
可行性分析，投資風險評估，金融和法律諮詢；
- 企業管理諮詢
市場調研，文化交流，人才開發與培訓；
- 市場與營銷：
產品開發、設計、加工、廣告、促銷調研；
- 經營服務：
代辦注册成立公司及相關手續，招聘員工，資料翻譯；
- 展覽與公關：
國際貿易展銷會，產品推介會，新聞發布會，及各種相關會議；
- 旅行服務：
機票、食宿、商務考察、游覽

荷蘭中國商會的服務宗旨是：優質高效、竭誠創新。

荷蘭中國商會願成為您經營投資的參謀，發展企業經濟的朋友。

DCCC Website

The DCCC has a new website. Please have a look at **www.dccc.nl**

The statistics show that the DCCC website is very popular, with more than average 1400(!) visits per day last year. This makes it an excellent medium for your company promotion.

The DCCC office will gladly assist you in designing your advertisement and including it in the DCCC website. Or we can design your own website and link it to ours. Please contact the office for more information.

商會網站

荷蘭中國商會的網站地址是：
www.dccc.nl

據統計，去年最多一天有 1400 名讀者瀏覽我們的網站。這將成為貴公司進行宣傳與推介的最佳媒體。

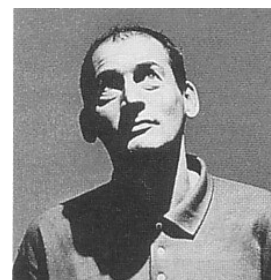
荷蘭中國商會辦公室很高興願意幫您設計和制作公司網站，或者在我們的網站上添加您的網頁地址。如果您想了解更多諮詢，請聯絡我們商會辦公室。

General
News***Tower in Beijing***

The Dutch architect Rem Koolhaas has been awarded a contract to build a skyscraper tower in Beijing with a contract value of € 600 millions. With 230 meters the building will become the tallest building in Beijing and is destined to become the headquarters of the Chinese state broadcasting company CCTV. It will be ready by 2008 for the Olympic Games in the capital.

北京的高塔

由荷蘭建築設計師來穆庫漢斯設計的摩天高樓將在北京興建，合同金額 6 億歐元。這個 230 米的高樓將成為北京的最高建築，2008 年奧運會時將成為中國中央電視臺總部。

*Mr. Rem Koolhaas****Aviation Expo – Beijing***

It has finally been decided: the Netherlands will participate in the Aviation Expo, which will be held in Beijing from 17 to 20 September this year. The overall participation will be organised by the EVD (Dutch Economic Information Service)

and the execution is in the hands of the Netherlands Aerospace Group (NAG). The decision has been postponed for some time in view of the SARS warning.

This exhibition is a follow-up of the exhibition, which was held in Zhuhai end of last year.

北京航空展

荷蘭最終決定參加今年 9 月 17 至 20 日在中國北京舉辦的航空飛行展覽。全部參展方由荷蘭經濟部組織，荷蘭航空協會承辦。此決定因 SARS 問題拖延了一段時間。

上屆航空飛行展覽是去年在珠海舉辦的。

Best place in the world

The latest global business environment rankings, published by the Economist Intelligence Unit (EIU), still put the Netherlands in poll position. The EIU expects the Netherlands to be the best place in the world to do business over the next five years (2003-2007).

Particularly high scores are achieved on political stability and effectiveness, policy towards foreign investment and availability of finance. Following the Netherlands, the rankings' top five includes Canada, Finland, the UK and the USA.

荷蘭：最好的經商之地

由經濟學智能研究機構公布的最新全球商業環境排名顯示，荷蘭仍然是經商的首選之地。據預測，未來 5 年內，荷蘭擁有世界上最好的商業環境，因為這裏：政治穩定而高效、政策適于外國投資、金融體制優越。排在荷蘭之後的前五位國家是加拿大、芬蘭、英國、和美國。

***Tax survey***

According to the annual tax survey carried out by the US magazine Forbes amongst OESO countries, the overall tax burden in Sweden is the heaviest. Taking into account that the top 15 countries on the list are all European, the Netherlands score relatively well in 11th

position, after Greece and before the Czech Republic. Besides the overall tax burden, Forbes also looked into marginal tax rates. Top of that list is France, followed closely by resp. Belgium and (again) Sweden. The Netherlands rank 14th on this list, between Slovenia and Hungary.

歐洲稅務調查

根據美國財富雜誌公布的稅務調查，瑞典是歐洲國家中稅務負擔最重的國家。在前 15 位的國家排名中，荷蘭居第 11 位，排在希臘之後，捷克之前。

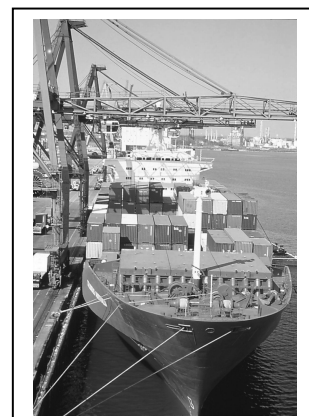
另一項所得稅排名中，法國居首，緊接着是比利時和瑞典，荷蘭排在第 14 位，在斯洛文尼亞和匈牙利之間。



Export Statistics

荷蘭出口統計

<i>Composition of Dutch Export, 2002</i> 荷蘭出口產品結構		
Food	食品	18.0%
Chemicals	化工產品	23.5%
Meat Products	肉制品	37.1%
Horticulture	園藝	36.0%
Raw Materials	原材料	5.4%
Manufactured Goods	制成品	12.2%
Machinery, Transport Equipment	機械、運輸設備	30.2%
Other products	其它	10.7%



Products for export to China

出口中國的產品

The DCCC receives many requests for assistance, from Dutch companies who want to export their products to China. Here are some of the products on offer:

- **Agricultural and horticultural equipment;** machinery for the lifting of potatoes and handling of vegetables and fruits.
- **Environment equipment** for agriculture and horticulture; soil, sediment and ground water research and monitoring equipment.

- **Premium ice cream** for consumption.
- **Stabilizer and emulsifier** systems for the preparation of ice cream and fruit ice.
- **Milk powder** (skimmed and full fat).
- **Agar-agar** for the preparation of gelled food products.
- **Specialized flavor and aroma** ingredients for the preparation of dairy products, meat, ice cream, sweets & cookies and foodstuffs.

Should you be interested in importing any of these products into China, please contact the DCCC office for further details.

應一些荷蘭公司的要求，荷蘭中國商會幫助他們向中國出口其產品，種類如下：

農業及園藝設備，土
豆、蔬菜、水果加工機械；

農業、園藝環保設備，
地下水研究和監控設備；

高檔冰淇淋；

冰淇淋、水果汁加工
設備；

奶粉加工設備；

食品、肉類、甜品專
業化加工設備；

如果您對上述產品感
興趣或想了解更多諮詢，
請與荷蘭中國商會辦公室
聯系。

Trade Fairs 2003

貿易展覽 2003

The Netherlands are known for the high quality and the great number of trade exhibitions it hosts. When visiting the Netherlands we urge you to pay a visit to

one or more trade fairs during your stay. We can assure you that it will be time well spent. Underneath is the 2003 calendar of the Jaarbeurs in Utrecht:

荷蘭以經常舉辦大量高
水平的展覽而著稱。如果來
荷蘭，這些展覽是很值得去
參觀一下的。2003 年的展
覽有：

27 - 29 August	Chinafood 2003	食品	29 - 3 October	Electro-technic (Electrical) 2003	電子
27 - 30 August	Pet Fair Asia 2003	寵物	7 - 9 October	My Office 2003	辦公用品
27 - 29 August	Commercial Property 2003	商務	14 - 19 October	Creativity 2003	發明創造
6 - 8 September	Beauty Salon Dimensions 2003	美容護膚	11 - 13 November	Integrated Security 2003	保安系統
7 - 9 September	Retail Business Show 2003	零售	11 - 15 November	Logistic 2003	物流
13- 19 September	Camping & Caravaning Jaarbeurs 2003	渡假房車	11 - 12 November	Infosecurity.nl 2003	信息安全
14 - 17 September	Interdecor 2003	內部裝飾	22 - 23 November	Collectors Fair 2003	收藏
25 - 27 September	VIV Poultry 2003	家禽	27 - 30 November	Speed & Design (Cars) 2003	新款汽車
25 - 28 September	Travel Deluxe 2003	旅游	12 - 14 December	Fashion Victims 2003	服裝



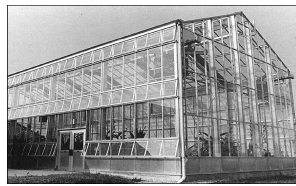
Agriculture Produce in the Netherlands

The Netherlands is Europe's largest exporter of agriculture produce. Every day the Netherlands provide the continent with fruit, vegetables and flowers. But the crop also goes to more distant markets: every day fresh Dutch flowers, fruit and vegetables are delivered to countries as far as the United States and Japan.

The standard of research in the agriculture sector and food processing industry is very high in the Netherlands. As a result,

the Dutch are constantly able to improve aspects such as the taste or nutritional value of their produce.

The yield per hectare in the agricultural and horticultural sector is very high. The large food processing industry owes its existence to this abundance of farm produce.



荷蘭農業

荷蘭是歐洲最大的農產品出口國。每天，荷蘭都會出口大量的新鮮水果、蔬菜、鮮花到美國、日本等不同地區。

荷蘭的農業和食品加工業的研究水平很高，使其能夠不斷改進產品的口味和營養成分。農業和園藝的畝產量相當高。農產品種類豐富造就了其龐大的食品加工業。



Food and Flowers

The Netherlands has traditionally had a strong agricultural sector. Thanks to the country's high standard of agricultural research, the yield per hectare in the agricultural and horticultural sectors is high. As a result, for a relative small country the Netherlands have an impressive annual output. Much of that produce is exported. The Netherlands is one of Europe's largest exporters of agricultural and horticultural products, and ranks third in the world.

With an annual output of around 11 billion kilos of milk, the Netherlands is one of the leading dairy producers in the world. Half the milk production is used to manufacture cheese.

The large Dutch agriculture and food industries can rely on national manufacturers for their equipment, from farm machinery to the most advanced production systems, and from greenhouses to the most innovative packaging design.

The Dutch agriculture and food processing sectors are engaged in a continuous process of improving the quality of their products. Research institutes conduct research into the cultivation of high quality plants designed to improve taste, appearance, nutritional value and resistance to disease.



荷蘭的食品與鮮花業

荷蘭牛奶年產量 110 億公斤，居世界日產量榜首。半數的奶制品用于生產奶酪。

荷蘭龐大的農業和食品加工業依賴于它先進的生產設備，從農業機械到生產流程，以及從不斷創新溫室工藝到包裝設計。

荷蘭的農業和食品加工業正不斷提高它的產品質量。研究機構致力於高質量農作物的培養，提高產品口味、外型、營養成分、以及病蟲害的防治。

從傳統上看荷蘭的農業就相當強大。這應歸功于該國高水平的農業科研和農業及園藝產品的高畝產量。荷蘭作為一個比較小的國家却有着驚人的農業產量，其中大部分出口。荷蘭是歐洲最大的農產品和園藝產品出口國，也居世界第三位。





China – Europe

-Cooperation- between China and the European Union is progressing steadily. The EU is China's third largest trading partner after the USA and Japan. The EU is China's largest supplier of technology. Within the EU the Netherlands is China's third largest trading partner after Germany and England.

-Euro exchange rate- this year continues its upward trend as a leading currency. This has lowered the relative price of China's exports to the EU, thus increasing the competitiveness of Chinese exports to Europe.

1 euro = 9.35 RMB
(8 July 2003)
1 歐元 = 9.35 人民幣
(2003 年 7 月 8 日)

The Netherlands

From the beginning in 1957, the Netherlands has always been one of the front-runners of European unity. Historically known as a nation of successful traders, the Dutch are internationally oriented and know how to meet the needs of their customers. It is significant enough that they have been and are called: the Chinese of Europe.

It is the most densely populated country in Europe, which necessitated the application of hi-tech infrastructures, digitized state-of-the-art telecommunications and world-class education systems. The highly advanced R & D encourages the free flow and exchange of information among scientific, social and industrial sectors and thrives on international cooperation. Global companies such as Shell, Unilever, Philips and Amstel / Heineken originate from here.

中國與歐洲

合作 — 中國與歐共體之間的合作穩步發展。歐共體是繼美國和日本以後的中國第三大貿易伙伴，歐共體是中國最大的技術提供方。荷蘭是歐共體成員中繼德國和英國之後中國的第三大貿易伙伴。

流通最普遍的紙幣：50 歐元

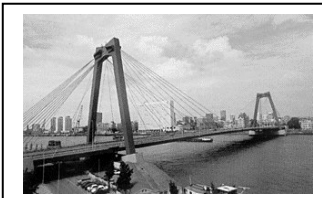
歐元 — 今年歐元匯率連續不斷上升，無形中降低了中國商品在歐洲市場的價格，使其更具競爭力。



荷蘭

自 1957 年歐共體成立以來，荷蘭總是處於領跑位置。從歷史來看，荷蘭作為一個成功的國際貿易強國，它知道如何讓合作方滿意，也有一些國際化的東方味道，被稱為歐洲的中國。

荷蘭是歐洲人口最密



集的國家，擁有先進的高科技應用、數字化的電子通訊、世界級的教育體制。荷蘭的國際化程度很高，與世界科技、社會、工業等領域合作密切，有殼牌石油、聯合利華、菲理浦電子、喜力啤酒等知名跨國公司。

荷蘭經濟是一個開放型、出口型的東方式經濟。一半以上的荷蘭產品是為外銷。

荷蘭的經濟支柱不僅包括貿易和分銷，而且還包括高技術和龐大的服務行業。

Gateway to Europe 進入歐洲的門戶

The Netherlands is an ideal location from where to penetrate markets throughout Europe, the Middle East and North Africa. Around 8000 foreign companies have taken advantage of the Netherlands' unique location by establishing operations here. Of these more than 10 % have established their European Distribution Center in the Netherlands: half of them American, one quarter Japanese, several Taiwanese and others.

荷蘭是進入歐洲、中東、和北美市場的理想之地。大約 8000 家外國企業利用荷蘭之利在此經營，10% 以上在荷蘭建立了分銷中心。它們當中有一半美國公司，四分之一日本公司，還有一些臺灣和其他地區公司。



Key to Success

Key factors

Key factors for choosing the Netherlands include:

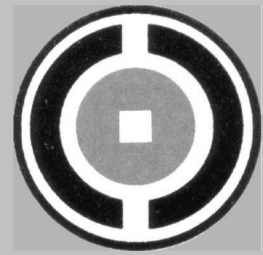
- central location - good accessibility;
- infrastructure and communications;
- logistics expertise;
- efficient customs;
- labour flexibility;
- multilingualism;
- favourable investment and operational costs climate;
- effective support and helpful advice resources.

成功的關鍵

選擇荷蘭的一些重要因素：

- 居中的地理位置，方便進入；
- 通信聯絡方便；
- 專業化物流；
- 高效率的海關；
- 勞動力市場穩定；
- 多種語言適用；
- 良好的投資經營環境；
- 高效的幫助與支持諮詢業。

簡報 NEWS LETTER



荷蘭中國商會
Dutch Chinese Chamber of Commerce

July 2003
Issue no. 3
2003 年 7 月 總第三期
China Edition 中國版

Dear Readers,

The DCCC News Letter has undergone a change. It is now published in two parts: the China edition and the Europe edition.

Both editions are included in this News Letter, so that the reader can benefit from the news data and information of both issues. We hope that you will enjoy this new approach.

親愛的讀者：

本期的荷蘭中國商會簡報有了一點變化，將中國版本和荷蘭版本合在一起，以使兩國的讀者都能找到有用的信息。希望對兩國讀者都有所幫助。

See reverse side for
the Europe Edition
歐洲版見背面

EUROPE of 25

歐共體成員國將擴充到 25 個

The European Union will enter a new period of its history with the accession of 10 central and eastern European countries in the year 2004. A population increase of about 100 million people will promote economic and cultural activities and the European potential will grow enormously.



The integration of the new member states into existing programs and structures will be a very delicate task, but a Europe of 500 million people and 25 states should be able to deal with all this (to compare: the USA has 285 million people and Japan has 126 million). After the enlargement, Europe will be bigger, economically stronger, culturally richer and generally more powerful. In 1957 six nations in Europe

decided to begin a gradual process designed to end in a common market, so that import duties and other trade barriers could be abolished.

The Maastricht Treaty in 1991 laid the foundations for Economic and Monetary Union, with a single currency: the Euro (€).

It is now one and a half year ago that the Euro (€) was put into effect as the official currency in the countries of the European Union.

歐洲經濟共同體將進入一個嶄新的歷史時期，2004 年又將有 10 個中歐和東歐成員國加入，大約新增 1 億人口，其經濟發展潛力具增。

新成員國的加入是一項繁重的工作，但 5 億歐共體人民和 25 個成員國能夠處理這些。（據比較：美國有 2 億 8 千萬人口，日本有 1 億 2 千萬）歐共體擴大以後，經濟更加穩固，文化更豐富，總體更加強大。自 1957 年最初 6 個成員國設計並成立了歐共體一體化市

場，廢除了關稅和貿易壁壘。

1991 年的馬斯特里赫特條約是其經濟和貨幣一體化的基礎，制定了單一貨幣：歐元。

歐元已經實行了一年半，它是歐共體中部分國家的官方貨幣。

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